



COMMUNITY PERCEPTIONS, ATTITUDES AND BEHAVIOR ON THE 3M PROGRAM TO AVOID THE SPREAD OF COVID-19

Ita Lailasari

IAI Bunga Bangsa Cirebon

Email: italailasari082@gmail.com

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Abstract The Covid-19 pandemic with its high existence and significant spread requires efforts to break the chain of distribution, including with 3M (washing hands, wearing masks and maintaining a distance). This study aims to examine the perceptions, attitudes and behavior of the community towards the implementation of the 3M program in avoiding the spread of covid-19 in Sutawinangun Village, Kedawung District, Cirebon Regency. Qualitative research was chosen as a method to explore and understand meanings ascribed to social or human problems, focusing on individual meanings, and translating the complexity of a problem. Descriptive data was developed from the results of obtaining a number of written and oral information from observations. After conducting the research, it can be concluded that after a member of the community was exposed and declared the red zone of Covid-19, then there was a plan to relocate Covid sufferers in Sutawinangun, just to grow awareness of implementing 3M. Community solidarity is an important factor as social capital to fight Covid-19. The community focuses on implementing 3M, a clean and healthy lifestyle and reducing crowd mobility in the community to avoid the virus.

Introduction

This research is motivated by the existence of a boarding house whose position is not only close to educational institutions / campuses, but also in the middle of residential housing, which is planned to be used as a solution for Covid-19

sufferers which are then opposed by residents, causing an uncomfortable atmosphere. The village government facilitated a meeting to discuss the problem because there was dishonesty and the need for certain parties' ethics towards the plan that triggered an uncomfortable situation (Puspita, 2018).

At least we can see how the government is overwhelmed in dealing with the problem of exposure to Covid-19 so that it requires togetherness in handling it, including in fulfilling the need for isolation (Solahudin, Amin, Sumpena, & Hilman, 2020), which has become a crucial demand by not only relying on the government alone (Solahudin et al., 2020). The government has actually made regulations on the issue of the Covid-19 pandemic (Dwiraharjo, 2020), but because the exposure is beyond the control of facilities and infrastructure, it requires the right vendors and can meet the expectations of the government and citizens (Tiaranika & Maesaroh, 2020). Massive coverage of the dangers of the Covid-19 pandemic greatly affects the human mind (Indriani & Prasanti, 2020), which consciously raises the instincts of self-safety and those they care about. The impact of the news is meant to bring up the perception, attitude and behavior of anyone in response to the news stimulus. Skinner's theory is called the theory "S-O-R" or Stimulus - Organism - Response being the key word to develop this description (Yanti, 2013). The news of the COVID-19 pandemic is a stimulus and perceptions, attitudes and behavior are part of a conscious human response (Pratiwi & Hidayat, 2020).

Related to the Covid-19 pandemic, which has a background of various kinds, it creates its own perception in the community (Megawanti, 2020). Information society is built on cyberspace which indeed stimulates anyone to become media literate (Ahmadi & Ibda, 2018). If you are not literate, then the situation will be crushed into law in the current global social order. Literacy is a critical point and a positive personal response as a form of awareness for each person (Herlambang, 2021) and can affect his attitude in life. Literacy can be understood as seeing conditions and being aware of one's self (Ahmadi & Ibda, 2018). While the author understands media literacy is a person's awareness of being involved in reporting something that will affect him (Gumilar, 2017). Media literacy is a person's self hidden potential excellence (Nopilda, 2019). Media literacy makes everyone to consider and take into account the content of the news or material (Widyaningsih, Zamroni, & Zuchdi, 2014). Apart from going through the media, there are also rumors of placing sufferers / affected by Covid-19 in the locations reported by the media above.

Head of the National Disaster Management Agency (BNPB) as Chair of the Indonesian Covid-19 Handling Task Force, Lt. Gen. Doni Monardo at the virtual meeting (zooming) Fellowship (Togetherness) Behavior Change Journalism (FJPP) recently said (Arizah, Darwin, Ramly, & Abbas, 2020), based on research or According to a survey conducted by the Central Bureau of Statistics (BPS) on

September 7-14, 2020, around 44 million Indonesians do not believe in Covid-19 and do not believe that they can be infected with Covid-19 (Arizah et al., 2020). The number of Indonesians who do not believe in Covid-19 reaches 16% of the approximately 268 million Indonesians currently living (Nurdiawan, 2020).

He said that apathy about the dangers of Covid-19 made people reluctant to comply with the Covid-19 health protocol (Nada, 2021). Citizens' ignorance of 3M and self-isolation means that the potential for Covid-19 transmission in the community will remain high, as has happened in several major countries.

Sociologically, the community is moved with social awareness to take into account the existence of the isolation of the patient which has an impact on the surrounding community. Psychologically, they will certainly conclude various perceptions and attitudes and behave in response to the situation.

In addition to the background and social issues above, it seems important to analyze the awareness of the self-defense of each citizen so as not to be exposed to the Covid-19 pandemic through the 3M program (Washing, Wearing a Mask, Maintaining a Distance). This awareness is a key as well as a shared parameter to reduce the risk that has a domino effect on the environment. 3M awareness becomes social intelligence as a member of the community.

The government has intensively raised awareness of the importance of 3M through various media and techniques that are considered effective. However, what happens in society is often found in the fact that they are not aware of themselves with 3M. Much neglect is still happening with the naked eye, so we can see that there should be a special analysis so that the Covid-19 pandemic can pass soon.

Method Research

The research method used is qualitative research. Qualitative research is a method for exploring and understanding meanings ascribed to social or human problems, focusing on individual meanings, and translating the complexity of an issue. This type of research was chosen because qualitative research is able to provide descriptive data in the form of written or spoken words from the behavior of the people being observed. This research was conducted in Sutawinangun Village, Kedawung District, Cirebon Regency for 30 days, starting from 30 November to 30 December 2020. The research subjects were residents of Sutawinangun Village, Kedawung District, Cirebon Regency from various backgrounds with 120 observers. The technique of collecting data in this research is by using interview techniques by conducting direct questions and answers with informants regarding the formulation of the problem, plus documentation as additional data for the next process.

Result and Discussion

The implementation of 3M as a protocol for health and prevention of covid-19 is actually a national and international program whose implementation is carried out in each task force (task force) or covid-19 group in each region. Based on the information we got, a task force has been formed in the implementation of prevention of Covid-19 in Sutawinangun Village. The implementation instructions and technical instructions refer to the national covid-19 task force program.

The spread of the Corona virus or COVID-19 in Indonesia must be suppressed as much as possible. One of the main ways is to apply a disciplined lifestyle. So, always remember to take 3M steps in an effort to prevent as well as break the chain of transmission of COVID-19. Getting used to and obliging oneself to comply with health protocols is one of the keys so that the spread of the COVID-19 virus can be suppressed. However, it takes self-discipline behavior, it is also very necessary to do it collectively with full awareness. The same is true in Sutawinangun Village.

Since its formation, the Covid-19 group has carried out its duties in accordance with the guidelines that are applied dynamically and creatively while still prioritizing a persuasive and courteous approach but firm and full of principles referring to the Health protocol.

All of what was initiated and implemented by the Covid-19 cluster in Sutawinangun Village received a response as explained earlier regarding Skinner's theory, this is called the theory of "S-O-R" or Stimulus - Organisms - Response. From this theory, several conclusions can be analyzed regarding perceptions, attitudes and behavior of the community with the efforts and implementation of 3M and an understanding of Covid-19 that can achieve maximum goals and results, namely a community free from the Covid-19 pandemic.

The perception of Covid-19 for the Sutawinangun community is a disease that is spread from China that is related to breathing. The disease is very dangerous, easily transmitted through air and physical contact. Transmission is very fast and there is no specific cure.

The above perceptions show that the Sutawinangun community's knowledge is quite good and it is important to be used as government social capital in understanding public perceptions related to Covid-19. At least there is a successful lesson from the covid19 cluster in disseminating 3M issues and understanding about covid-19 in the community by the government through various ways and models of socialization.

The efforts made by Sutawinangun residents to avoid contracting the covid-19 virus are concluded; take vitamins, wear a mask, wash your hands, keep your distance, have a healthy lifestyle, exercise regularly, sunbathe in the morning, run 3M.

The efforts above show awareness that the community is cooperative in principle in an effort to break the chain of the COVID-19 pandemic with the methods and efforts they have made above. This effort was quite effective in suppressing the Covid-19 explosion in Sutawinangun. At least at the end of December, to be precise, December 30, 2020, at 11:45 a.m. there was no news about the consequences of Covid-19 when the Village Head was asked to confirm regarding the pandemic.

Regarding changes in daily relationships after the news of the dangers of Covid-19 in the community, respondents gave answers; lack of outside activities and rarely activities that invite many people. Keep a distance from each other and there are rarely any more crowds. "There are and many changes, usually we get together or gather, now we can't because we have to keep our distance." Said Andri, a high school graduate, 28 years old.

There is also another opinion; "Not yet, because local residents are still unsure and may not know the dangers of this covid virus." Said Agung 25 years. Meanwhile for Mrs. Yani, an employee aged 36 when asked about changes in relationships after Covid-19 answered; "Yes there is, when we meet friends or close relatives we do not shake hands and if after leaving the house we always wash our hands with running water. Try if it's not so important to stay at home."

This statement implies that there are different understandings in society. This, of course, needs further socialization so that understanding of COVID-19 and its impact on society can become a common understanding. In addition, the attitude that comes from the community must be explored by the Covid-19 group at all levels. This signal shows that there are important parts that must be a pressure point for joint awareness.

Regarding the efforts of the government in overcoming the dangers of covid-19, respondents gave answers as the following conclusions; Yes, there are (government efforts in overcoming the danger of covid-19; ed.), spraying disinfectants, distributing masks, implementing health protocols for example for mandatory masks and limiting operating hours of malls, markets, minimarkets, etc., distributing free masks and limiting curfew activities and carry out PSBB., carry out patrols by the police, namely to disperse every crowds in public places.

The statement above is a form of public acknowledgment and testimony that shows that the government is directly involved in efforts to make people aware

of the dangers of the spread of COVID-19 which has a domino effect on other lives.

However, it turns out that there are also residents who express different opinions;

"Basically, if there is a hotel that is used as a special Covid 19 hospital, there is no problem seeing the number of patients affected by Covid 19, which is very much compared to the lack of room facilities in the hospital, so it needs a place to accommodate patients so that patients are not neglected and can be handled immediately by setting up hotels. Covid 19 special hospital. "

Readers can understand this pattern of thinking as a form of awareness to want to help, but ethics is needed in building good relations with community members for the same intention in overcoming the COVID-19 pandemic with residents.

From the statement above, it seems that the government needs wisdom in choosing a place of isolation and being able to cooperate with various parties who actually care about disasters that have an impact on various kinds of life. On the one hand, the community can understand and realize the cooperative form in the placement of isolation with several standards and conditions that can be taken into account, namely, far from people's homes, far from the location where residents gather, and does not show the impression of randomly choosing a location even though there may be reasons for urgency of needs. means.

The clarity of the cooperative level when tested by rapid and swab tests, it seems that the community varies in responding to it. Some of them answered consciously, some seemed to face urgency and were funny. They answered; Agree if you don't pay, Agree if it is required, Agree if it is required and free, agree because actually the swab or rapid test is not only for people who are positive for Covid but those who are not affected can also be rapid or swab to find out our condition, agree because of the swab test or rapid so that we know we are positive or not. Agree for Health.

In addition to the statements above, there are also several respondents who answered; No, because I feel healthy and there are no symptoms that lead to the signs of Covid-19, fear not! This statement indicates the importance of public awareness of the importance of rapid and swab tests to ensure the next step in tackling the Covid-19 pandemic.

The end of 3M's efforts that are expected to be carried out by the community is a target to be understood and practiced so that the environment does not become a place for the spread of Covid-19. Respondents always strive for the following series of testimonies; Washing your hands, keeping your distance and wearing a mask is enough. Keep your distance and wash your hands at all times.

Take vitamins, keep your distance, wear a mask. Wash your hands, wear a mask when you leave the house. Keep your distance, wear a mask and wash your hands at all times. Maintain body fitness, take vitamins, reduce social interactions and wash hands every time.

Conclusion

Based on the explanation above, it can be seen that the people of Sutawinangun Village, Kedawung District, Cirebon Regency only realized that COVID-19 was very dangerous with a rapid spread after their village was declared a red zone as evidence of residents being exposed, there was a plan for isolation of COVID-19 sufferers in their village which later its existence was denied, and the success of the Covid-19 task force in disseminating the Health protocol as a form of awareness.

Observations show that the community is actually quite cooperative in efforts to break the Covid-19 chain in the Sutawinangun community, Kedawung District, Cirebon Regency, both by maintaining health protocols, undergoing rapid, safe swabs and vaccines.

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